

DREAM

BUILD

GROW

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Dear Friends of Girl Scouts River Valleys,

As we look back on 2025, I want to say this clearly: we have made meaningful progress, and we still have a journey ahead. Both things can be true at the same time.

This past year, Girl Scouts River Valleys showed up for girls, for families, and for each other. And our partners showed up too.

In 2025, we cemented powerful partnerships with St. Catherine's University and Minnesota State University, Mankato through the Girl Scout Leadership Institute. Both partnerships are intentionally designed to cultivate high school students who are already asking big questions and ready to step into their changemaker futures. These are partnerships about access, aspiration, and acceleration. They signal to girls early that higher education, leadership, and impact belong to them.

We also launched an in-school model with St. Louis Park Public Schools because we know something important to be true: not every girl has access to the traditional troop model. And our older girls want something different. Something special. Something designed for their unique and specific needs. So we built programming that meets girls where they are, reflects their lived experiences, and honors their time and ambitions. And we did not stop there. We layered in scholarship incentives because access without support is not real access.

This is what it looks like to listen. This is what it looks like to evolve. And this is what it looks like to build Girl Scouts for every girl, not just the ones who fit the original model.

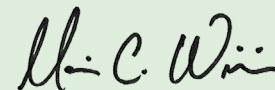
Reflecting on all we have accomplished together in 2025, I want to say thank you.

To our 5,800 volunteers who gave their time and hearts to this work: you are the backbone of everything we do. None of this happens without you. To our partners and donors, whose collective generosity totaled over \$1,891,805 this year: your investment in girls is an investment in the future of our communities, and we do not take that lightly.

And to this community, broadly: you stepped up and leaned in when it mattered. That kind of collective commitment is not something we take for granted. As we move into 2026, we will continue to need exactly that. Your engagement, your voice, and your support are what make this work possible and what make this movement real.

And to my incredible team: you weathered a genuinely challenging year with resilience and grit, and I am in awe of each of you. We are a stronger council because of the work you showed up to do every single day. I could not be more excited to walk into 2026 with this dynamic team of leaders by my side.

Yours in Girl Scouting,



Marisa C Williams
Chief Executive Officer





Our Impact

In 2025, Girl Scouts River Valleys supported programming for **15,375 Girl Scouts** across our council.

MEMBERSHIP BY PROGRAM GRADE LEVEL

- ◆ 2,768 DAISY (K – 1st Grade)
- ◆ 4,305 BROWNIE (2nd – 3rd Grade)
- ◆ 3,844 JUNIOR (4th – 5th Grade)
- ◆ 2,768 CADETTE (6th – 8th Grade)
- ◆ 923 SENIOR (9th – 10th Grade)
- ◆ 615 AMBASSADOR (11th – 12th Grade)

5,800 VOLUNTEERS

105 COUNCIL STAFF

1,586 TROOPS

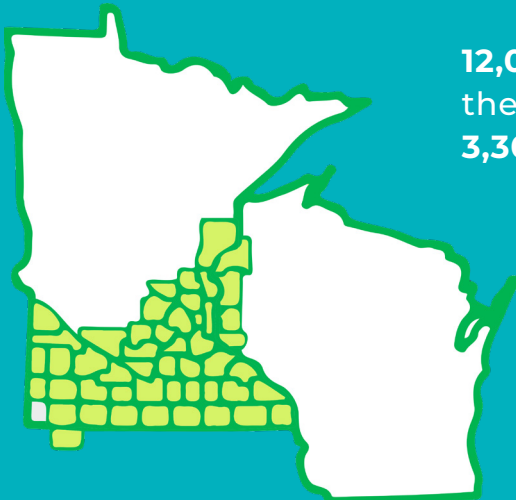
208 COMMUNITIES

3,731 NEW GIRL SCOUTS

21.3% OF GIRL MEMBERS IDENTIFIED AS BLACK, INDIGENOUS, OR PEOPLE OF COLOR (BIPOC)

Pathways

- ◇ 22% of youth members received financial assistance to reduce access barriers.
- ◇ Girl Scout members in our council were awarded a total of **\$318,700** in financial assistance.
- ◇ **13,842** Girl Scouts participated through volunteer-managed troops.
- ◇ **960** Girl Scouts participated in the ConnectZ program.
- ◇ **92** Girl Scouts participated in the Girl Scout Leadership Institute



12,000 Girl Scouts in the **7-county metro** and **3,300** outside the metro.



Camp

This year 2,151 Girl Scout campers chose to take the path of courage and find adventure in the outdoors.

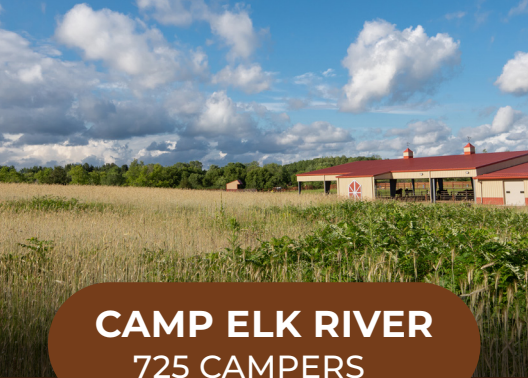
373 FAMILY CAMP PARTICIPANTS

904 TROOP CAMP PARTICIPANTS

229 DAY CAMP PARTICIPANTS

Kids need a place to try, to grow, and to belong. Girl Scout Camp is that place. Whether your camper is brand new to camp or a seasoned adventurer, there's a session designed for their pace, their personality, and their interests. Our camps offer a wide range of exciting activities, including horseback riding, STEM, arts, water sports, Power Girls, and spaces that support and affirm BIPOC campers and families.





CAMP ELK RIVER
725 CAMPERS



CAMP LAKAMAGA
712 CAMPERS



DAY CAMP
229 CAMPERS



CAMP SINGING HILLS
485 CAMPERS

“ Many of the girls chose to focus on water-based adventures, trying out paddleboarding and kayaking for the first time. Several discovered a real passion for these activities, which was exciting to witness. One of the most memorable moments of the day came when three girls unintentionally tipped their canoe. An unexpected mishap that turned into a highlight, as they laughed about it all day long. ”

“ Beyond the water, the girls also explored knife safety skills, archery, s’mores making, and sticker crafting during arts and crafts. The day was filled with laughter, learning, and exploration. It left many of the girls feeling inspired and excited to take on a troop overnight camp next summer. ”

1,845 youth participants

2,151 total campers

18% BIPOC (332 campers)

452 adults attended camp (troop camp and family camp)

90 seasonal staff

120+ Girls joined out of direct interest in attending camp.

306 campers attended more than one session

40 horses

Campers “Firsts”

Putting their own sunscreen on

Boating and archery

New Foods

Learning that winning isn't everything

Tried camp for the first time

Learned to ride a horse



10,187 COOKIE PARTICIPANTS

\$2.94M TOTAL TROOP PROCEEDS EARNED

2.94M TOTAL # PACKAGES SOLD

83,000 TOTAL # OF DONATED COOKIE PACKAGES

Cookies

The Cookie Program: A Building Block for Confidence

Girl Scout Cookie season is a time when Girl Scouts get out into their communities to take part in the largest girl-led entrepreneurial program in the world. Girl Scouts learn five essential skills when they sell cookies:

◇ GOAL SETTING

Girl Scouts learn to set goals and create plans to reach them.

◇ DECISION MAKING

Girl Scouts learn to make decisions on their own and as a team.

◇ MONEY MANAGEMENT

Girl Scouts learn how to create a budget and handle money.

◇ PEOPLE SKILLS

Girl Scouts find their voice and build confidence through customer interactions.

◇ BUSINESS ETHICS

Girl Scouts learn to act ethically, both in business and in life.



“ My daughter was determined to hit her 1,000. There were many family emergencies that got in the way. Even with all of that she still managed to hit her goal! I'm amazed at her persistence and the skills she's built through this! ”

“ We managed to have bad weather for every booth we had scheduled, but powered through it anyway. They ended the season at more than double our original goal and summer camp is paid for again! ”

“ She Sold 2,100+ boxes! (her initial goal was 850, then 1000, then 1,500. She didn't think she could get to 2,000 but said she wanted to try) ”

“ This has been amazing! My little Junior troop hit 4300 in their 4th year selling. When they set 4000 as their goal at the Cookie Rally, us adults were all like, oh – OK. They proved us wrong! ”



Highest Awards

In service of their communities, Girl Scouts build their own character

The Gold, Silver, and Bronze Awards are the highest honors a Girl Scout can earn. In earning these awards, Girl Scouts are building their own character as they work to fill a need in the community

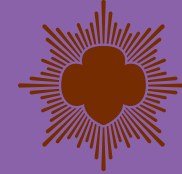




17 GOLD AWARDS



86 SILVER AWARDS



172 BRONZE AWARDS

Total hours: 11,240 hours spent on Highest Awards Projects





Badges Earned and Events

In 2025, Girl Scouts River Valleys supported programming for **15,375 Girl Scouts** across our council. **9,827 Youth** attended council-hosted programs and events.

Badges earned in 2025

11,265 STEM

11,543 OUTDOORS

8,926 ENTREPRENEURSHIP

23,646 LIFE SKILLS

Girl Scouts Events

◇ TRIP TO ITALY

Thirty-four Girl Scouts traveled to Italy in 2025, embarking on an immersive international experience that fostered independence, cultural awareness, and confidence. From exploring historic sites in Rome to visiting Perugia, Assisi, and the Marmore Falls, Girl Scouts engaged deeply with Italian history, art, and daily life. For many participants, this trip marked major firsts—traveling internationally, navigating new cities, and building resilience far from home. Girl Scouts returned with a stronger sense of self, global curiosity, and pride in what they accomplished together.

◇ POWER GIRLS CAMP

Power Girls Camp brought hands-on learning to life as 55 Girl Scouts spent a week exploring careers in the trades through design and construction. Campers worked in teams to design and build a fully functioning nine-hole mini golf course at Camp Lakamaga, gaining skills in problem-solving, blueprint reading, tool safety, and collaboration. With support from five sponsor organizations, 64 external volunteers, and Girl Scouts River Valleys staff, this immersive experience showed girls that they belong in skilled trades—and can build something extraordinary together.

◇ GIRL SCOUT DAY AT THE CAPITOL

Hundreds of Girl Scouts and family members from across GSRV gathered at the State Capitol to learn how to speak out and make change. At this open-house-style event, Girl Scouts explored the historic building, met legislators and community leaders, and practiced advocacy skills through interactive activities and tours. From discovering how government works to finding inspiration for Take Action and Highest Award projects, Girl Scout Day at the Capitol empowered girls to raise their voices and engage in civic leadership.

◇ COMMUNITY SKATE NIGHT

More than 200 Girl Scouts from BIPOC mentored troops and the ConnectZ program came together for a joyful night of skating, music, food, and games. This community-centered event created space for sisterhood, connection, and celebration, allowing girls to build relationships and feel a strong sense of belonging. Laughter, movement, and shared experiences made it a memorable evening for all who attended.

Financials

FY2025 TOTAL REVENUE	\$17,047,000
PRODUCT SALES _____	\$11,167,000
CONTRIBUTIONS _____	\$1,853,000
GIRL PROGRAM DELIVERY FEES _____	\$1,081,000
RETAIL SHOP _____	\$267,000
INVESTMENT GAINS / OTHER _____	\$2,679,000

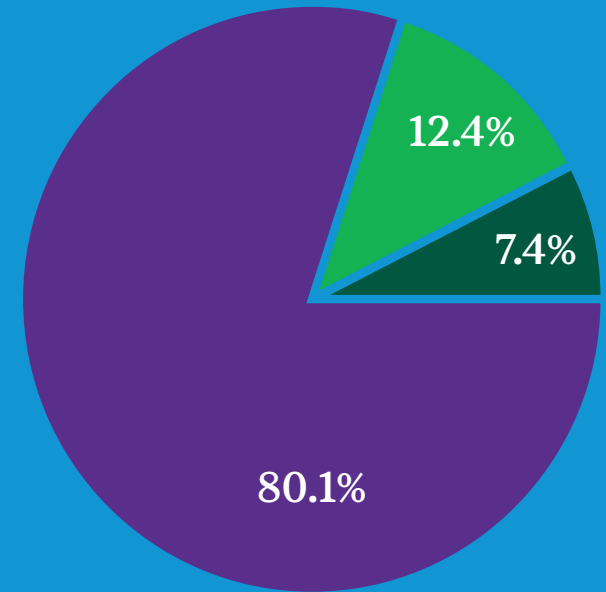
Girl Scouts River Valleys' financial statements are audited annually by certified public accountants, Baker Tilly. Audited financial statements are available upon request.



FY2025 OPERATING EXPENSES

\$19,216,000

PROGRAM EXPENSES: _____	\$15,393,000
GIRL LEADERSHIP DEVELOPMENT PROGRAM ____	\$8,477,000
MEMBER AND VOLUNTEER ENGAGEMENT _____	\$2,557,000
CAMP PROPERTIES _____	\$3,411,000
RETAIL SERVICES _____	\$629,000
FINANCIAL ASSISTANCE _____	\$319,000
ADMINISTRATIVE EXPENSES _____	\$2,406,000
FUNDRAISING EXPENSES _____	\$1,417,000



ENDOWMENT FUNDS

\$13,330,000

FINANCIAL ASSISTANCE (INCLUDES TRAVEL SCHOLARSHIP) ____	\$905,000
GOLD AWARD SCHOLARSHIP _____	\$212,000
JULIETTE GORDON LOW _____	\$4,344,000
CAMP - BOARD DESIGNATED _____	\$5,618,000
GENERAL PURPOSES - BOARD DESIGNATED _____	\$2,251,000

FY2025 Operating Expense Summary

◆ PROGRAM EXPENSES _____	80.1%
◆ ADMINISTRATIVE _____	12.4%
◆ FUNDRAISING _____	7.4%

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Supporters, Troop Gifts & Changemakers

Thank you to our event sponsors and program partners for your impactful support of Girl Scouts River Valleys. Your generosity enables us to continue empowering youth in our region to know their worth and lead in their world.

\$100,000+

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FOUNDATION



OTTO
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OPUS
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\$50,000 – \$99,999

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girl scouts 



Grace B. Wells Fund
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 **McNeely Foundation**
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\$10,000 – \$24,999

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Women's Foundation of Minnesota
Team SPS Gives Back Charitable Fund of the Mpls Foundation
Ecolab Foundation
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\$5,000 – \$9,999

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Nathan & Jayne Ellegard Family Fund
PCL Construction Services, Inc.
The Elizabeth C. Quinlan Foundation, Inc.
Welsh Family Foundation
Winnebago Industries

Thank you to the following troops for strengthening our council's mission with their financial support:

Girl Scout Troop 17890
Girl Scout Troop 18117
Girl Scout Troop 55012
Girl Scout Troop 57353

River Valleys Alumnae Association
Rochester Community C148
Second Winds Alumnae Chapter



Celebrating Changemakers

We are filled with gratitude for our generous sponsors, donors, supporters, and volunteers, our amazing host, Alexis Rogers, and our event vendors who helped make this celebration possible. This filled-to-capacity event was bursting with energy as hundreds of people committed to empowering youth leaders came together to celebrate. We heard from girls who are making positive change in their world, listened to a fireside chat on self-esteem, and saw firsthand how Girl Scouts is building the future of our communities and workplaces by fueling a pipeline of young people ready to take on the world.

Congratulations to the 2025 Girl Scout Changemakers:

Carla Vernon
DeAnna Cummings
Julia Hidalgo-Salazar
Kelly McQueen

Megan Barker
Savannah Blair
Sheletta Brundidge
Yailen Cazales Roldan

Leadership Circle 2025

Donors

Susan and Jared Andersson ♦♦
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Cynthia and Jeffrey Redmon ♦♦
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Kendra Rosario Remigio
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Drew Thomas
Patty Toenies ♦
Jenny Verner
Carla Vernon
Beth and Gerald Voermans ♦♦
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Jen Westpfahl ♦
Emily A. White ♦♦
Nora Whiteman and Tom Rush ♦
Deb and John Wilkinson ♦
Marisa C. Williams ♦
Judy Wright
Pam Wurster ♦♦





Staff

Girl Scouts River Valleys' employees support all aspects of Girl Scouting—from planning confidence-boosting experiences for youth, to facilitating the Cookie Program, to bolstering our stellar volunteers, to spending their summer hosting camp, to removing barriers to access ensuring every Girl Scout can thrive.

Our staff—together with our volunteers, Girl Scout families, donors, partners, communities, and supporters—make Girl Scouting possible.

In 2025 Girl Scouts River Valleys...

105 STAFF

90 SEASONAL STAFF

Identified our top five CliftonStrengths

RELATOR

DEVELOPER

EMPATHY

LEARNER

STRATEGIC

Our Values

- ◇ BE JOYFUL. JOY IS REVOLUTIONARY.
- ◇ BE WILLING TO WORK THROUGH IT. ALL SOLUTIONS REQUIRE GRIT.
- ◇ YOU CAN COUNT ON ME. AGENCY TO RISE TO THE OCCASION.
- ◇ COMMUNITY FIRST. PRIORITIZE THE WHOLE, NOT JUST ME.
- ◇ GIRLS MATTER. EVERYTHING BEGINS AND ENDS WITH GIRLS.







Our Purpose

Girl Scouts River Valleys' purpose is to boldly lead as an anti-racist organization that uplifts and empowers every girl to know their worth and lead in their world. At Girl Scouts River Valleys, we are committed to providing a welcoming and inclusive environment for all Girl Scouts and their families.

The Girl Scout Promise

On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

**Members may substitute for the word God in accordance with their own spiritual beliefs.*

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong,
and responsible for what I say and do,
and to respect myself and others,
respect authority,
use resources wisely,
make the world a better place,
and be a sister to every Girl Scout.





Girl Scouts of Minnesota and Wisconsin River Valleys' mission is rooted in the values of equity, collaboration, transformation, joyful excellence, and centering youth and volunteers. Supported by more than 5,800 volunteers, Girl Scouts River Valleys delivers life-changing experiences to over 15,000 girls and gender-expansive youth across southern Minnesota, western Wisconsin, and one county in Iowa. One of 111 Girl Scout councils nationwide, Girl Scouts River Valleys strives to build girls of courage, confidence, character, and curiosity who are the bold, bright leaders of today and tomorrow.

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Connect with us on social media @GirlScoutsRV



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